

# HBCU CREATIVE INCUBATOR

WHO SAYS BUILDING GREAT TEAMS ONLY HAPPENS IN SPORTS?

MEC

NU leap

JUKES

TROIKA

3 ARTS ENTERTAINMENT





# COMPELLING STORIES

## DON'T TELL THEMSELVES



# THERE IS MORE TO THE STORY

## THAN LEADING THE BAND



# TELLING THESE STORIES

IS NOW IN OUR HANDS

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# HBCU | CREATIVE INCUBATOR INITIATIVE

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This initiative led by Max Edwards Company x Nuleep has joined forces with leading media brands JUKES Football Channel (Wave Sports & Entertainment), Troika Media, and 3Arts Entertainment to build a creative storytelling incubator of content creators, media strategists, and technical professionals.

The initial HBCU cohort of **Story Scouts** will include experienced and emerging talent from different backgrounds. They will be challenged to tell their stories and scout additional stories that highlight the rich history, culture, and excitement of HBCU campus life.

# PURPOSE

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Max Edwards Company x Nuleep, Wave Sports & Entertainment's JUKES Football Channel, Troika Media, and 3Arts Entertainment are on a mission to cultivate the next generation of BIPOC content creators, known as Story Scouts, to meet the growing demands of our data-driven creative economy.



# OVERVIEW

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The HBCU Creative Incubator Initiative will take a beyond-the-field look at the happenings surrounding the HBCU experience similar to the hit show *All American: Homecoming* tells these compelling stories. The cohort of Story Scouts will highlight the excitement and atmosphere on campus and in local communities, plus demonstrate that Black culture and excellence transcend sports.



# OBJECTIVES

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**BUILD** diverse pools of BIPOC content creators from initially five-seven partner HBCUs, then pair the Story Scouts with experienced creators from the JUKES's The Collaborative.

**CREATE** grassroots weekly self-shot/vlog storytelling and convert it into a commercially-viable content series that capture the activities, excitement, and experiences on campus leading up to homecoming.

**ENGAGE** a broad audience that has an interest in representative stories of HBCU life through the eyes of students, student-athletes, coaches, and content creators.

**LEVERAGE** the industry experts from Nuleep, JUKES, Troika, and 3Arts to provide guidance, mentorship, and project advisement for the cohort(s). This guarantees the richest and most authentic storytelling on HBCU life and the homecoming experience currently offered.







“STORY SCOUTS TELL THEIR UNIQUE STORIES AND SEEK OUT OTHER COMPELLING, UNTOLD STORIES ON CAMPUS AND IN THEIR COMMUNITIES.”

# BUILDING THE STORY SCOUT COHORT

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- Partner organizations provide mentors and project advisors.
- Industry experts act as project leaders by guiding and curating the overall storytelling.
- HBCU students and alumni working on campus will be identified through a call for submissions and team up to tell their “**day in the life**” stories.
- One participant per school will be selected as Story Scout and will meet remotely with the cohort weekly.

# TARGET SCHOOLS

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- **Florida A&M** (Tallahassee, FL): Athlete or band member
- **Grambling** (Grambling, LA): Band or Step team member
- **Hampton** (Hampton, VA): Producer or Digital media
- **Howard** (D.C.): Activist, cheerleader, or entrepreneur
- **Jackson State** (Jackson, MS): Football athlete
- **Lincoln University** (Oxford, PA): Student Government
- **Morehouse** (Atlanta, GA): Entrepreneurship or business
- **North Carolina Central** (Durham, NC): Scholar or entrepreneurship
- **South Carolina State** (Orangeburg, SC): Football athlete
- **Tennessee State** (Nashville, TN): Fraternity/Sorority
- **Texas Southern** (Houston, TX): Artist or step team member



# CONTENT STRATEGY

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- 1 Engage and inspire participation from HBCU students to create “self-generated” content based on their school experience.
- 2 Story Scouts selected will be profiled in brief social intros to promote the creative cohort and overall content series.
- 3 The Story Scouts will capture “day in the life” stories and experiences they go through in school, socially, and personally.
- 4 The CW & JUKES will produce a weekly series featuring the cohort’s stories; the content series will be distributed across multiple digital platforms.



# BRAND PARTNER

# INTEGRATION

- 1 Brand partners seeking audience growth and achievement of DEI objectives will fund the content series highlighting BIPOC creators and HBCU student life.
- 2 In addition to the content series, the cohort will tackle other social campaigns. (i.e., mental health, entrepreneurship, and career mentorship)
- 3 All content produced will be distributed across multiple platforms with the brand partners being integrated as presenting sponsors.





# OPERATIONAL STRATEGY

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**BEGIN** with an online screening of *All American: Homecoming* in partnership with the show's Executive Producers.

**PRODUCE** a compelling event by creating wraparound stories and promotional pieces that build high-quality segments in addition to the screening.

**INTEGRATE** brand partners that have brand and DE&I messaging to be amplified.

# OPERATIONAL STRATEGY

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- Graphic intro to the screening
- Sizzle reel describing the HBCU initiative
- Content Creators' Conversation – *Why this initiative is important*
- Spotlight on All American Homecoming (*Executive Producer & Actors*)
- Screening of a select episode of *All American: Homecoming*
- Wrap & Q&A





**OUR**

**AUDIENCE  
REACH**



+100M

**JUKES**

+110M

**TikTok**

+1B

 **YouTube**

+2.4B



+616M



+3B

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# IMPACT + ROI

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**REACH** a broader audience through our initiative which will attract creative, motivated, and engaged future leaders.

**CULTIVATE** a new wave of skilled content creators and social content series distributed across multiple platforms.

**PROVIDE** brand partners with alternatives to traditional advertising and branding opportunities.



# TAKE A CO-LEADING ROLE

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We are seeking **BRAND PARTNERS** who share our love of storytelling and want to achieve audience growth and build larger distribution for their DE&I objectives and new initiatives.

**TAKE A CO-LEADING ROLE** to amplify to the world that Black culture and excellence are commercially-viable stories we need more of in mainstream media.

Contribute via flexible sponsorship levels that can be customized based on your company's needs. Similar to a **CO-OP BRANDING AGENCY**, our long-term goal is to scale this creative entrepreneurial training to supply the current and future content and talent needs for the creative economy.

**MEC**

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**TROIKA**

**3**  
ARTS  
ENTERTAINMENT

# UPCOMING PROJECT:

## PRO-SOCIAL CAMPAIGN

### #DARETOLOVE

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- The CW Network in collaboration with Stevie Wonder and the Surgeon General's Office has launched a "Protect Your Mental Health" initiative.
- Several CW shows are building mental health storylines into their episodes.
- BIPOC creative teams have an opportunity to amplify these campaigns by producing additional segments, features, background stories, and PSAs.
- See the first amazing [EXAMPLE](#) from musical artist DEBO RAY!

STEVIE WONDER

WHERE IS OUR  
LOVE SONG





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# CONTACT

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